

3.2 Organizational Experience and Capabilities (2 pages)

3.2, A. Elizabeth's New Life Center (ENLC) has as its **primary purpose to promote childbirth and offer alternatives to abortion** for unintended pregnancies. ENLC was established in 1989 and attained 501(c)(3) status in 1993. As an organization, ENLC has deep roots in multiple communities throughout the Southwest Ohio region. ENLC has six women's centers including the Mobile Women's Center which travels to local college campuses (see Appendix 3.1 B.) Over the last **5 years**, from 2010-2014, ENLC has provided 242,960 services to thousands of low income families in Southwest Ohio, providing 30,665 **parenting education** sessions. 10,182 at-risk clients chose childbirth rather than abortion. We not only **promote childbirth** in our six Women's Centers, but operate a full prenatal care clinic as well where we **delivered 679 babies** over the past **5 years**. We never refer for abortion. Our financial records are audited annually, and we have an excellent track record of financial management. To determine effectiveness, indicators/objectives are measured against our Strategic Initiatives, which are updated annually, through the collection of data, client surveys and feedback. Historically, we have consistently met or exceeded those objectives.

3.2, B. Elizabeth's New Life Center has 26 years of experience in the areas covered by this grant funding, including natural family planning, abortion-preventing services, childbirth promotion, parenting education/development, and adoption assistance.

1. Family Planning: Over our 26-year history, Elizabeth's New Life Center has routinely offered classes in Fertility Awareness and **Natural Family Planning (NFP)** through our women's centers and prenatal care clinic. ENLC's women's centers have provided a holistic alternative to hormonal contraception by teaching the ovulation method of NFP utilizing a video series, "Focus on Fertility," produced by Heartbeat International. ENLC produced the forerunner to "Focus on Fertility," a four-part "Fertility Factor" DVD, widely disseminated and used by pregnancy resources throughout the country. ENLC also wrote the pamphlet, "Teaching Fertility Appreciation in a Pregnancy Help Center," published and distributed by One More Soul. In 2006, ENLC's Holy Family Prenatal Care and Wright State University's College of Nursing and Health presented a medical workshop qualifying for both nursing and physician continuing education units, which highlighted Natural Family Planning and compared and contrasted it to other family planning methods. ENLC currently provides NFP education through True Reproductive Health classes presented by our nurse educator at Holy Family Prenatal Care and 37 patients attended these classes last year. We also provide NFP to Women's Center clients as needed. Over the past two years, we have served 78 individuals with Family Planning resources.

2. Abortion-prevention services and childbirth promotion: From our beginning in 1989, ENLC has focused on the abortion-minded/vulnerable (at-risk) woman as the client we want to reach in order to encourage pregnancy and childbirth. Currently we operate six Women's Centers covering multiple counties. We have strategically located centers near abortion clinics in order to best promote childbirth and abortion prevention. Our first women's center was planted as a response to an abortion clinic in Dayton, which subsequently closed. Our Kettering and Sharonville centers are both adjacent to late-term abortion clinics. Our website and Google ads are designed to attract women considering abortion to seek our services. We are an affiliate of Heartbeat International, which channels callers through Option Line. We accept both online and phone appointments as well as walk-ins. During an initial visit, we offer free pregnancy tests, ultrasound scans and consulting on pregnancy options. Our volunteer and staff

consultants must complete 20 hours of training in pregnancy, fetal development and parenting choices with additional hours of observation. As part of our strategic planning we set goals to reach at least as many women at-risk for abortion as we did the previous year with at least 75% changing their minds to carry after receiving our services. In 2014, 83% of at-risk clients decided to carry their babies to term.

Initial pregnancy consultations include confirmation of a pregnancy through a urine test, and if the woman is pregnant, we offer an ultrasound scan to determine gestation and viability. We explain that the three options for a pregnancy are childbirth, adoption and abortion. We provide information on abortion procedures and risks but do not refer for abortion as our goal is to provide a positive alternative to abortion. If a woman is pregnant we offer her a two-week supply of prenatal vitamins as well as a small gift bag containing a blanket, hat, socks or booties and rattle. Within a week after the initial consultation, we follow up to learn of her decision, to encourage early prenatal care and to offer additional services. For women who need to apply for health care coverage for pregnancy, our nurses provide a “verification of positive pregnancy” required by their local county Department of Job and Family Services. If a woman chooses to carry and parent, we offer an array of parenting education and material assistance, described in section 3.4 and 3.6. In 2013 and 2014, ENLC served 9,731 unique clients through our women’s centers and of the 4,978 assessed as at-risk for abortion, an estimated 4,167 chose not to have an abortion.

3. Parenting education/development: Starting in 1995, Elizabeth’s New Life Center has woven parenting education, coupled with material assistance as attendance incentives, throughout our agency services. Each of our women’s centers follows up a pregnancy confirmation by making one-on-one mentoring sessions or group classes available to our clients through our *Earn While You Learn* program. Clients learn from a customized program of more than 60 one-on-one lessons along with homework. Our centers also offer group classes, presented by our own staff and other community professionals, on such topics as nutrition, SIDS, car seat safety, discipline, etc. Our menu of services includes a 9-session 2 ½-hour evidence-based Prenatal Nurturing Parenting program for prenatal families on nurturing skills with the goal of improving childbirth outcomes and preventing child abuse. We also encourage the father or support person to attend with the mother. Clients earn “baby bucks” for their participation in all educational sessions, used to purchase baby items at one of our four Baby Boutiques. The boutiques carry items such as diapers, formula, infant and maternity clothes, baby furniture, etc. In addition to earned material assistance, clients also are eligible to receive emergency material assistance of diapers and formula at least three times annually. See list of educational classes we offer in the section 3.6, Program Design. Over the past two years, we have served provided 11, 612 sessions of prenatal and parenting education.

4. Adoption assistance: ENLC has highlighted adoption as a positive solution since we began operating 26 years ago. In order to avoid even the appearance of partiality, we remain independent of any adoption agency and ensure that ENLC does not act as a mediator in an adoption proceeding. Within those boundaries, however, we provide adoption information to our clients, make referrals to adoption agencies and support women’s adoption plans. We have conducted multiple staff trainings on adoption to equip our trained consultants to discuss this option with up-to-date information and resources. We participate in adoption advertising through the “Choose Life” Ohio License Plate grant from the State of Ohio each year as well.

3.3 Key Staff Experiences and Capabilities (6 pages)

All personnel working at Elizabeth's New Life Center are residents of the State of Ohio.

Executive Director of Elizabeth's New Life Center, Vivian Koob: Vivian is the founder and has been the continuous Executive Director of ENLC for the last 26 years. Vivian has a BS and two advanced degrees and has been a grant reviewer as well as a writer for numerous funding opportunities (see resume).

3.3, A. Program Lead, Lee Carter: Lee is the Director of Women's Centers and has been employed with ENLC since 2002. She is responsible for overseeing each of our six centers, provides patient care as needed at the Women's Centers, is a Nurse Sonographer, and has a BS degree. She has 13 years of experience operating in areas of family planning, abortion prevention services, childbirth promotion, parenting education/development and adoption assistance. Lee and all employees reside in Ohio. She will ensure that our proposed planned uses of funding will be accomplished and oversee all outcome measures for completion (see resume). Lee was the Program Lead for the Ohio Parenting and Pregnancy Program grant received in SFY 2015.

3.3, B. Program Outcome Manager, Rosie Prier: Rosie has been employed with ENLC since 1995. Rosie serves as ENLC's Director of Operations and supervises several key leaders at ENLC, including the fiscal agents, prenatal care clinic office manager and the grant-funded youth development department personnel and activities. In her role overseeing the youth development programs since 2001, Rosie has accumulated years of experience in tracking project outcomes for state and federal grants, including working with independent evaluators, and making timely reports to funders. Elizabeth's New Life Center serves as a Regional Coordinator for Ohio Department of Health grant funding through the Ohio Adolescent Health Centers, and Rosie is responsible for collecting data from each sub-grantee and incorporating it into regional reports for submission to the state (see resume). Her past duties within ENLC included training consultants and scheduling parenting classes. Rosie was the Program Outcome Manager for the Ohio Parenting and Pregnancy Program grant we received last year and successfully accomplished all goals and met all deadlines for programmatic and financial reporting. As a result, she is very familiar with the program requirements.

3.3, C. Fiscal Specialist: Connie Zebrowski serves as the Bookkeeper and Grant Funds Coordinator for ENLC, where she has worked for the past 12 years. As Grant Funds Coordinator, she has nine years of experience maintaining financial records, tracking receipts for reimbursement, preparing invoices, personnel reporting and preparing documentation. Two grants Connie currently coordinates are the Prenatal Nurturing Parent program funded through the Ohio Children's Trust Fund/Montgomery County Family and Children's Services and as a sub-contractor of the Ohio Adolescent Health Centers collaborative, funded by the Ohio Department of Health. In her role as bookkeeper, she processes payroll, pays invoices and manages donor credit card and electronic funds transfer donations (see resume). Connie was the Fiscal Specialist for the Ohio Parenting and Pregnancy Program grant received in SFY 2015; she is very experienced and will perform all Fiscal Specialist duties with excellence.

3.3, D. Case Workers will be the managers of our six women's centers: Meg Carnahan, Kerry Braun, Jennifer Ellis, Alisa Manion, Lisa Dethlefs and Joanie Prueter. In addition to

serving as consultants with direct interaction with individual clients, our managers direct all client services, supervising staff and volunteers. Each has years of experience working with fragile families, consulting on pregnancy decisions and making internal and external referrals to other programs that provide support to fragile families. They also oversee all grant funding that impacts their centers and track spending, hours spent on grant funded programs and other data including pre and posttests in order to enter that data into our data management system where the Program Outcome Manager can query for reports and outcomes relevant to each grant.

- Women's Center- Dayton is managed by **Meg Carnahan**. Meg recently returned to ENLC after moving to Pennsylvania for three years. She has worked in church settings to provide counseling for children, adolescents, and adults as well as a behavioral specialist and therapist for families. She previously served as Women's Center-Dayton's lead consultant in 2011-2013. She has both her Bachelor of Science in Education as well as her Master of Arts in Family Ministry. As the Case Worker assigned to Women's Center-Dayton, Meg, will be responsible for coordinating care, resources and services for individual and family participants under the Ohio Parenting and Pregnancy Program, providing services to promote childbirth and parenting. Meg and all employees are residents of Ohio.
- Women's Center-Kettering is managed by **Jennifer Ellis**. Before coming to ENLC, Jennifer was serving as a certified doula with Doulas of North America and a certified childbirth educator with the International Childbirth Education Association, in addition to working at an inner city charter school with at-risk teens and pre-teens. Jennifer has a diploma in Educational Ministries from Moody Bible Institute. She maintains a Doula certification, Childbirth Educator credentials and is a trained Natural Family Planning educator (see resume). As the Case Worker assigned to Women's Center-Kettering, Jennifer will be responsible for coordinating care, resources and services for individual and family participants under the Ohio Parenting and Pregnancy Program, providing services to promote childbirth and parenting.
- The Mobile Women's Center is managed by **Kerry Braun**. Kerry was hired in 2000 as a Volunteer Coordinator. In 2006-2007 she was ENLC's Mentoring Coordinator for the OSFI Mentoring Collaborative program. In 2007, Kerry was promoted to Manager of Women's Center-East. She attended Sinclair Community College (see resume). The Mobile Women's Center is a new venture for ENLC, designed to serve college students at-risk for abortion. Currently the Mobile Women's Center visits the University of Cincinnati on Mondays, the University of Dayton on Tuesdays and Miami University in Oxford, Ohio on Thursdays. With this funding, we hope to serve another college on a fourth day of the week. As the Case Worker assigned to the Mobile Women's Center, Kerry will be responsible for coordinating care, resources and services for individual and family participants under the Ohio Parenting and Pregnancy Program, providing services to promote childbirth and parenting.
- Women's Center-Lebanon Manager **Alisa Manion** has directed the Women's Center-Lebanon in Warren County since January 2012. She also served as lead consultant at the center since 2009. Alisa has a BA in Political Science and Psychology, and she is an RPSGT (registered polysomnographic technologist) (see resume). As the Case Worker assigned to Women's Center-Lebanon, Alisa will be responsible for coordinating care, resources and services for individual and family participants under the Ohio Parenting and

Pregnancy Program, providing services to promote childbirth and parenting.

- Women's Center-Sharonville is managed by **Lisa Dethlefs**. She has been at Women's Center-Sharonville in Hamilton County since June 2013. Prior to coming to our center she worked at a chiropractic center and as a massage therapist. Lisa is licensed by the State Medical Board of Ohio in massage therapy (see resume). As the Case Worker assigned to Women's Center-Sharonville, Lisa will be responsible for coordinating care, resources and services for individual and family participants under the Ohio Parenting and Pregnancy Program, providing services to promote childbirth and parenting.
- Women's Center-Sidney Manager **Joanie Prueter** began serving women of Shelby and surrounding counties in 1992 as director of the Pregnancy Problem Center, which later was named Pregnancy Resource Center. In January 2006 the Pregnancy Resource Center merged with Elizabeth's New Life Center and Joanie then became manager of Women's Center-Sidney. As manager of Women's Center-Sidney, Joanie oversees the daily activities of the center as well as supervises the staff and volunteers (see resume). As the Case Worker assigned to Women's Center-Sidney, Joanie will be responsible for coordinating care, resources and services for individual and family participants under the Ohio Parenting and Pregnancy Program, providing services to promote childbirth and parenting.

3.3, E. Additional Support Staff:

- **Diane Schwanke**, BSN, has over 25 years of experience providing OB care. As the head nurse of Holy Family Prenatal Care, Diane provides patient assessment, assists physicians with procedures and non-stress testing, provides phone triage, is proficient at computer charting, orders supplies, develops educational programs and is a frequent small-group presenter. Diane has been successful in securing prior approval for 17P Progesterone injections for almost every prenatal patient for whom the physician has thought it appropriate. 17P Progesterone injections have been very successful in delaying pre-term delivery thus improving birth outcomes. Under this funding, she will be ENLC's representative in the local Infant Mortality Prevention Coalition.
- **Cheri Neff**: Cheri has been an ENLC employee since 2008 and is trained in both Nurturing Parent and Prenatal Nurturing Parent Curricula. Since taking on the duties of the *Love Your Baby* program in August, Cheri has done an excellent job with administering all aspects of the program and the number of participants successfully completing the 9-session series has risen dramatically. None of Cheri's personnel costs will be charged under this project funding, but incentives earned by 30 additional participants of her Prenatal Nurturing Parent program will be charged to this grant.
- **Sydney Battle**: Sydney Battle worked for our Marriage Works! Ohio department for the past nine years and has an unparalleled reputation among clients as the favorite teacher for marriage enrichment classes and fatherhood mentoring sessions. He is African American, which gives him an advantage of reliability to the African American majority we serve in our Dayton center. He has been trained to teach 24/7 Dads®, as well as a variety of other fatherhood courses. Under this funding, our goal is for Sydney to serve 30 male clients through the program which also includes follow up and individual mentoring.
- **Sandy Porter**: Sandy is one of two Boutique Coordinators and will oversee the Job Readiness Training for the clients at the Boutique under this funding. She worked at hospice as a volunteer specialist before coming to ENLC. She also has experience as an office assistant.

- **Terry Miller:** Terry will serve as the outreach coordinator for this project. Terry will be working with Matt Clayton to do community outreach at various events, women's centers and other venues to recruit more women to be tested for pregnancy and for pregnant women to begin early prenatal care.
- **Matt Clayton:** Matt is our communications director and under this project will be assisting Terry with community outreach to recruit more women to be tested for pregnancy and begin early prenatal care. He will be driving the Mobile Women's Center to community events and interacting with male partners to encourage them to also seek services from ENLC.
- **Heather Pack,** licensed social worker, has been an employee of ENLC for eight years. She started as an intern student, and then began working for ENLC after receiving her bachelor's degree in Social Work from Wright State University. She serves as both a consultant in Women's Center-Dayton and as a social worker in Holy Family Prenatal Care.
- **Bernadette Groh** has been employed by ENLC as the ultrasound tech at the Kettering location for 2 ½ years and has been cross-trained there as a consultant. She is a registered diagnostic medical sonographer in abdomen and OB/GYN, and a registered technologist in radiography. She holds a Bachelor of Science in Imaging Sciences from Morehead State University and has been working as a sonographer since she graduated in 2011.
- **Mary Rosenbeck** consults with clients making pregnancy decisions at Women's Center-Sidney and registers clients in educational classes. She also maintains surveys and stats for our Earn While You Learn program. Mary has a dual BS in biology and chemistry. Prior to her position at Women's Center-Sidney, Mary was an English as a Second Language Instructor.
- **Karen Stockstill** is a retired elementary school teacher who serves as a mentor at Women's Center-Sidney. Karen teaches one-on-one Earn While You Learn classes and occasionally group classes on a myriad of topics, ranging from prenatal development to disciplining young children. She has a BS and graduate work in elementary education.
- **Betsy Lamb,** an RN for 12 years, serves as lead consultant and nurse sonographer at Women's Center-Lebanon. Her nursing diploma is from Christ Hospital School of Nursing, and she was trained by National Institute for Family Life Advocates (NIFLA) 2011 in nurse sonography. Prior to coming to ENLC, she worked in emergency, labor and delivery, postpartum, urgent care, family practice, and occupational health environments.
- **Macrina Palafox,** Women's Center-Lebanon volunteer, is a homemaker and serves as our Spanish translator. She began in 2013.

Organizational Chart (Senior Staff)

Organizational Chart (Women's Centers)

3.4 Organization Profile (4 pages)

Intake Process: The intake process for all of the Elizabeth New Life Center (ENLC) services are simple and very accessible. We have a completely free and open process and only a simple application is required to start services. We accept appointments on-line, by phone and through simply walking into any of our centers during open hours. At Holy Family Prenatal Care, the

intake process is equally simple, just call or walk in and an appointment will be scheduled to begin prenatal care with one of our providers. We are open at convenient times and most locations have buses if that service is available in the community.

Services provided after Intake: free pregnancy tests, ultrasound scans and consulting on pregnancy decisions are the core services we offer after intake in our six Women's Centers. However, after we determine the clients are pregnant or parenting young children, we then explain all of the options available to them for classes, mentoring, longer term classes such as *Love Your Baby*, *Empowering Single Moms to Work*, *Are You and Your Children Safe* (domestic violence program), *Relationship education* and others (see descriptions below), that are scheduled throughout the year. By offering a variety of teaching styles and time commitments the clients are able to choose what best suits their needs and schedules.

The extensive material assistance program entitled ***Earn While You Learn*** provides much needed items such as cribs, playpen, strollers, clothing, diapers, etc. We have a unique system of four *Baby Boutiques* where the clients can shop for items using the token economy "Baby Bucks" they earn for attending classes or prenatal care appointments. Clients who test positive for pregnancy are given prenatal vitamins and encouraged to seek prenatal care, either from us or another provider.

Holy Family Prenatal Care has developed three key programs to address the unique socioeconomic needs of our patients: Through the *Strong Start* healthy pregnancy initiative, we are able to provide two months of free prenatal care to uninsured women, immediately upon confirmation of pregnancy. This allows them time to explore their options and apply for Medicaid without any delays in receiving health care for financial reasons. Our *Sweet Dreams* program links medical education with social and material intervention. Patients must attend five classes, three mandatory in infant safety, infant attachment and bonding and true reproductive health, or natural family planning, in order to earn a crib and bedding for their child. Our *Whole Woman, Whole Life* program integrates social services with material assistance for our needy patients. Patients receive assistance from a licensed social worker in honing decision-making skills and setting goals for their lives; each of these classes are incentivized with gift cards for attendance.

How services are provided/received: All services are offered in comfortable, highly confidential spaces that are arranged in private offices or classrooms for group classes. Clients who participate in our ***Earn While You Learn*** program attend group classes and/or one-on-one mentoring sessions covering a wide range of topics, including pregnancy, childbirth, parenting, child development, job skills, financial management, nutrition, etc. (See Chart of Educational Classes, Addendum 3.)

Follow up services: In years 2013 and 2014, there were 3,591 client shopping visits to our boutiques after 11,612 completed *Earn While You Learn* Sessions, classes and prenatal visits. Clients used 206,150 baby bucks to purchase items in our four *Baby Boutiques* during those two years. See section below for families served in the last two years. We also do follow up phone calls to see what the clients have decided in terms of their pregnancy and to be sure they are attending prenatal care. In addition the nurses and sonographer follow up with phone calls to either reschedule appointments when the ultrasounds were too early or to give feedback on the

ultrasound once the radiologist has reviewed the ultrasound and given us his report.

Logistics of operations: The administrative offices, ENLC Dayton women's center, and prenatal care clinic are housed together in one facility located at 359 Forest Avenue in downtown Dayton, in the heart of a low-income, minority population. ENLC maintains separate facilities in inner city Dayton for the boutique and marriage support services. The women's centers and prenatal care clinic are fully equipped with ultrasound machines, classroom, childcare area and nutrition center. Likewise, our marriage department is housed in a spacious and gracious facility featuring a large instructional and conference area as well as a childcare area. The other centers are all similar although not as large as the Dayton Center. (See Appendix 3.1 B for locations of all Women's Centers) All offices are fully resourced with computers, Internet service, copying equipment, etc.

Geographical Areas covered: Elizabeth's New Life Center operates six women's centers Dayton, Kettering, Lebanon, Sharonville, Sidney, and as well as a Mobile center which goes to college campuses in a wide geographic area in SW Ohio. Counties served include: Auglaize, Butler, Darke, Greene, Hamilton, Mercer, Miami, Montgomery, Preble, Shelby, and Warren.

Unique Services:

1. **Holy Family Prenatal Care:** Knowing that our clients, mostly low-income, often find healthcare inaccessible, we also offer excellent and comprehensive prenatal care on site, which is very unusual for pregnancy centers. We have been providing prenatal care since 2000. Drawing patients mostly from the Dayton area, Holy Family Prenatal Care fills a void in the care of pregnant, low-income, unmarried young women in this area. In addition to excellent and comprehensive prenatal care, we offer wrap-around support services, including a social worker and a perinatal nurse educator who gives specialized health instructions to our needy population who are **all TANF eligible**. Care is provided throughout all nine months of pregnancy, birth, and the postpartum period in order to improve emotional, spiritual, and physical health, focusing on the whole person. HFPC registered **281 deliveries in the past two years**. By increasing outreach in the community and offering incentives for prenatal care we hope to increase our enrollment in Holy Family Prenatal Care by 26 patients. In addition to the EWYL classes taught in the Women's Centers; the Holy Family Prenatal Care nurse educator and licensed social worker taught another **678 patients in the last 2 years** in special classes offered just for prenatal patients. These classes are incentivized with a new crib and sheets in the 5 session *Sweet Dreams* program.
2. **Love Your Baby Program:** Another of our strong parenting programs is the *Love Your Baby* program, designed to prevent child maltreatment and funded through the Ohio Children's Trust Fund. This 9-week intensive course utilizes evidence-based Prenatal Nurturing Parenting materials for prenatal families in order to help first-time parents understand child development, know where in the community to go to receive help and create a peer network of social and emotional support. We will increase the number of attendees in this program by 30 each year by providing incentives through this grant funding to serve these additional TANF eligible women. Based upon demographics from previous grant cycles, participants in our *Love Your Baby* (Prenatal Nurturing Parenting) program are primarily first time parents, unmarried, young, undereducated, impoverished, and often a

minority. Also, 69% currently receive some form of social assistance (food stamps, Medicaid, Earned Income Tax Credit, or Head Start/Early head Start Services).

3. **Empowering Single Moms to Work:** Funded by the Catholic Campaign for Human Development, this four session program directly impacts economically disadvantaged clients by empowering them with the skills they need to move toward financial independence through budgeting classes, resume writing and job seeking.
4. **Job Readiness Training (JRT):** Due to the large size of our Dayton *Baby Boutique* and our partnership over the years with Goodwill/Easter Seals of the Miami Valley, we have developed a four day (7 hr day) Job Readiness Training program in warehouse preparation, sorting, labeling, cleaning, hanging and arranging and creating shopping displays. The clients receive a current letter or recommendation to add to their updated resume to help in finding work. Last year we provided 4 women with this service but plan to increase to 10 by the end of SFY 2017 utilizing resources from this funding opportunity.
5. **Marriage Works Ohio (MWO):** ENLC has the unique opportunity to provide relationship and marriage education classes to our clients because we have a separate department fully devoted to these services. In the last two years 1673 individuals have taken part in the 8 hour relationship educational classes offered by trainers from MWO and 6,277 high school students have received a 9 day relationship education class in their own school classrooms through our *Go for the Gold* curriculum.
6. **Abstinence Education:** We have been a subgrantee of the Title V funding for the last five years and have served 9,277 middle and early high school students with a 5 day program promoting abstinence before marriage in the last 2 yrs.
7. **Are you and Your Children Safe?** Many of our clients wind up in abusive situations, especially during pregnancy and early parenting years. Through a 2 year grant from the Health Path Foundation we are starting this new program in November, 2015. We are offering a four-week program four times a year in Montgomery County and two times a year in the Hamilton County office for a total of six four-session classes (24 class sessions) each year for a two year total of 48 2-hr classes. We hope to serve 48 women over the course of 2 years to decrease intimate partner violence and child abuse.

Website Addresses: Our client website is www.womenscenter.ohio.com, and we maintain a separate website for our donors (www.elizabethnewlife.org) as well as websites for our prenatal care clinic (www.holyfamilyprenatalcare.org), and abortion recovery program, (www.hopeafterabortiondayton.org). (See agency brochure: Addendum 1 and 2014 annual report: Addendum 2.)

Population, Demographics and Family Makeup: ENLC serves Ohio's Miami Valley, primarily Montgomery, Butler, Warren, Hamilton, Miami, Shelby and surrounding counties with the densest concentration of services in the Greater Dayton region. Montgomery County, located in Southwestern Ohio, covers 461.7 square miles and has the 4th largest county population in Ohio. Dayton serves as the county seat and is the 6th largest city in the state, population 166,179. The Greater Dayton region has a population of almost 850,000, and the Miami Valley region is home to about 1.5 million.

Demographics	Population	Black	Median Income	Unemployment	Below Poverty Level	Unwed Births	Resident-Induced Abortions
U.S.	322,047,510	12.4%	\$51,425	8.7%	9.9%	41%	1.04 M
Ohio	11,594,163	12.6%	\$47,144	8.5%	15.8%	44%	24,080
Montgomery	533,116	21.1%	\$43,401	11.1%	17.7%	50.0%	1,101
Hamilton	806,631	26.1%	\$48,593	9.2%	18.0%	52.2%	2,500
Warren	221,659	3.5%	\$72,487	6.3%	4.7%	23.4%	277
Shelby	48,951	2.2%	\$50,427	8.5%	11.4%	36.5%	35

From the U.S. Census, 2005-2009 American Community Survey 5-Year Estimates; CDC/National Center for Health Statistics

Our women's centers clientele and prenatal care center patients are typically young, unmarried, impoverished, and undereducated at our largest center in inner city Dayton, minority. Across all of our women's centers (5,110 unique clients yearly) in 11 counties, our clients are young (64% age 25 and younger); unmarried (85%); and low income (85% reported annual incomes of \$20,000 or less). 50% reported no education beyond a high school diploma or GED; 18% had either dropped out or were in high school or junior high.

All Holy Family Prenatal Care patients meet TANF eligibility requirements (all are Medicaid-eligible) as do the vast majority of our Women's Center clients.

Families served in the last 2 years (2013 and 2014): ENLC has served 9,731 unique families.

- 1. Family Planning:** 78 patients attended True Reproductive Health classes in the past two years offered at Holy Family Prenatal Care.
- 2. Abortion prevention and Childbirth promotion:** During 2013 and 2014, of the 4,978 women assessed as at-risk of abortion, an estimated 4,167 women chose not to have an abortion and deliver their babies. Holy Family Prenatal Care registered 281 deliveries.
- 3. Parenting and Educational Development:** 950 families were served through attending 7,958 one-on-one mentoring sessions from the *Earn While You Learn* curricula and 510 families were served through attending 3,654 group class sessions (see Chart of Educational Classes: Addendum 3).

3.5 Participant Eligibility (2 pages)

Experience Determining Eligibility for Need based Programs:

Throughout our 26 year history, Elizabeth's New Life Center has provided services free of charge without regard to income level at our women's centers. Holy Family Prenatal Care

provides services to Medicaid-eligible women only; services are reserved to low income pregnant women but no additional out of pocket expenses are charged to patients.

Last year ENLC was among the first recipients to be awarded the Ohio Parenting and Pregnancy Program grant funding that was restricted to only clients who are TANF (Temporary Assistance for Needy Families) eligible based on their income. Through the 6+ months of this funding, ENLC worked closely with our ODJFS Grant Manager to ensure we were only counting services to eligible individuals.

When we are not operating under any specific grant restrictions, we only ask clients to choose from an option of income levels provided on the Client Intake Form. We ask for a photo ID and make and keep a copy in their client file. In the case of a client requesting emergency material assistance for their child, (diapers and formula) we require a birth certificate or Healthcare identification for the child including the child's date of birth.

Eligibility Requirements:

Working under the Ohio Parenting and Pregnancy Program grant funding, we needed to determine that clients were eligible under the following criteria:

1. Being TANF eligible meant that their household income was at or below 200% of the current federal poverty level. If a client received public assistance such as TANF/Ohio Works First, Food Assistance/Stamps, Medicaid or WIC, one could assume TANF eligibility without providing household income. If a client were not receiving public assistance, then we had to compare the number of people in their household with their family's income.
2. The client had to be currently pregnant (verified by a positive pregnancy test) or be the parent of a child or children between 0-12 months old. Clients could also be male partners of pregnant women or fathers/other relatives caring for children between 0-12 months old.
3. To be eligible, one had to be a resident of the State of Ohio (not a college student from another state attending an Ohio university, for example).
4. Also, one had to be a US citizen. (Excludes individuals from other countries with VISAs)

We did not refuse services to ineligible clients, however, we could not charge the Ohio Parenting and Pregnancy Program grant for services provided to ineligible clients. To determine whether or not a client was eligible, they completed an **Ohio Parenting and Pregnancy Program Application** form, provided by the State. We edited this form to include: a box for their Client ID number, a highlighted section stating that if they checked "yes" to any of the public assistance questions they could skip the income questions and go directly to the signature line, and lastly, we added a notification at the bottom stating: *This form has been issued by the Ohio Parenting and Pregnancy (OPP) Grant to determine eligibility for enrollment in programs funded by OPP. The information on this form will be forwarded to the Ohio Parenting and Pregnancy Grant for grant reporting. Completion of this form is required to receive OPP funded services. However, you may refuse to complete this form and still receive services that are not funded by OPP.* Because we value confidentiality so highly, we did not want to share our clients' information without their knowledge and consent. The monthly grant reports required identifying client information.

Once we determined that the client was eligible, we recorded the day they completed the form as the day they became "OPP eligible" in our client database. With that data, we could filter only those who were eligible when counting services chargeable under OPP grant funding.

Ensuring the Accuracy of Information Provided:

Under the Ohio Parenting and Pregnancy Program grant last year, we were instructed to accept whatever the client entered on their **Ohio Parenting and Pregnancy Program Application form**, in other words, it was self-reported and we did not have to document proof of their income level. However, since we did not and will not deny services based on income or if their child is over 12 months or they are not an Ohio resident or not a US citizen, there was really no reason for them to falsify their information. We did match their name to their ID that we collected; and we collected identifying information such as birth dates of young children in need of assistance.

The new funding seems to permit self-certification of income and TANF eligibility, but should additional eligibility standards or protocols be required, we will do whatever is required to ensure that the information clients provide is accurate.

Elizabeth's New Life Center agrees to all of the following as listed in 5101.84 of the ORC:

- Provide services for pregnant women and parents or other relatives caring for children twelve months of age or younger that do both of the following:
- Promote childbirth, parenting, and alternatives to abortion;
- Meet one or more of the four purposes of the temporary assistance for needy families block grant as specified in 42 U.S.C. 601.
 - (1) provide assistance to needy families so that children may be cared for in their own homes or in the homes of relatives;
 - (2) end the dependence of needy parents on government benefits by promoting job preparation, work, and marriage;
 - (3) prevent and reduce the incidence of out-of-wedlock pregnancies and establish annual numerical goals for preventing and reducing the incidence of these pregnancies; and
 - (4) encourage the formation and maintenance of two-parent families.
- Is a private, not-for-profit entity;
- Is an entity whose primary purpose is to promote childbirth, rather than abortion, through counseling and other services, including parenting and adoption support;
- Provides services to pregnant women and parents or other relatives caring for children twelve months of age or younger, including clothing, counseling, diapers, food, furniture, health care, parenting classes, postpartum recovery, shelter, and any other supportive services, programs, or related outreach;
- Does not charge pregnant women and parents or other relatives caring for children twelve months of age or younger a fee for any services received;
- Is not involved in or associated with any abortion activities, including providing abortion counseling or referrals to abortion clinics, performing abortion-related medical procedures, or engaging in pro-abortion advertising;
- Does not discriminate in its provision of services on the basis of race, religion, color, age, marital status, national origin, disability, or gender.

3.6 Program Design (4 pages)

3.6, A. Target Audience

All of our services described in this section will serve TANF-eligible pregnant women, women with children under 12 months old, and in some cases, their male partners/fathers. Our women's centers clientele and prenatal care center patients are typically young, unmarried, impoverished, and undereducated, and at our largest center in inner city Dayton, minority. ENLC serves

families from 11 counties in Ohio's Miami Valley (5,110 unique clients yearly). The densest concentration of services are provided in the Greater Dayton region. Our clients are young (64% age 25 and younger); unmarried (85%); and low income (85% reported annual incomes of \$20,000 or less). 50% reported no education beyond a high school diploma or GED; 18% had either dropped out or were in high school or junior high. All of the prenatal patients meet TANF eligibility requirements (all are Medicaid-eligible) as do the vast majority of our women's center clients.

3.6, B. Program Requirements

The services provided will meet one or more of the requirements outlined including increasing awareness of available services, increasing services and providing new and expanded services for pregnant women and women caring for children under twelve months of age. All of our services encourage childbirth and strive to impact a higher quality of birth outcomes and a reduction in infant mortality. No one in our organization refers or provides abortion. All services are tracked and monitored to reach objectives described below and in our Logic Model. (See **Logic Model** for a more detailed description, Addendum 4.)

3.6, B. 1: Increase families served:

1. *We will increase ultrasounds to families by 200 per year.* A key tool to help an at-risk woman choose life is showing her an ultrasound image of her unborn child and letting her hear the heartbeat. We employ Nurses and Registered Diagnostic Medical Sonographers; and all of our locations have state-of-the-art 3D/4D ultrasound machines. With funding, we will be able to serve more clients and encourage childbirth by increasing the number of ultrasounds performed by 200 scans over each of the next 2 years as compared to those charged to last year's Ohio Parenting and Pregnancy Program grant.
2. *We will increase the number of prenatal vitamins distributed to families by 200 per year.* Because of their age and socioeconomic status, many of the pregnant clients we serve are at higher risk for delivering low birth weight infants. Therefore, ENLC recognizes prenatal vitamins as a vital building block in baby and child health. With funding we will be able to purchase 200 packs of prenatal vitamins, each of which contains a 2-week supply.
3. *We will increase the number of Earn While You Learn (EWYL) participants by 110 new families over the two year grant period (550 class sessions).* We will purchase new/improved resources (not evidence-based) for the EWYL program to replace out-of-date curricula to best meet grant goals: parenting, safety, nutrition, and infant mortality prevention instructional DVDs. These families will earn needed material assistance incentives tied to class attendance.
4. *We will increase the number of Love Your Baby Participants by 30 families each year.* Last year, 77 unduplicated families completed the program, we will increase to 107 in SFY 2016, and maintain that increase for SFY 2017. We use the **evidence-based** Prenatal Nurturing Parenting Curriculum. While most program expenses are funded by the Ohio Children's Trust Fund, the cost of the car seat and stroller travel systems as incentives are not. This grant will encourage attendance and completion by 30 additional families by funding these incentives.

3.6, B. 2: Increase Community Awareness and Availability of Services:

ENLC uses a variety of methods to notify clients of services including internet, signage, flyers, tabling, visiting community events and collaboration with other agencies. We are doing an entirely new outreach using the Mobile Women's Center passing out 500 date rape drink test kits on college campuses, advertising our Mobile Women's Center services. In SFY 2016 we are initiating outreach workers to pass out 100 referral packets to encourage early prenatal care

including \$50 incentives for completing six prenatal care appointments; we are requesting funding for 26 new family incentives which we will be able to track for effectiveness through intake and prenatal service delivery. We will use *Extend Web Services*' Tier III marketing strategy for increasing Local Search results for each of our locations. Services include: Citation Creation and Claiming, Citation Optimization, Local Search Rank Monitoring, Google+ Local Magic, Citation Spy, and ReviewFlow identification and monitoring of online reviews. We propose to increase our Google AdWords during Year 1 to attract abortion-minded clients to our six women's centers. We will track website/ad data via Google Analytics, hoping for 5% increases. We ask and document how clients hear about our centers upon intake.

3.6 B, 3: Provide New and Expanded Services: (See **Logic Model** for a more detailed description of Strategies and Intended Outcomes, Addendum 4)

1. *We will increase our geographical reach:* We will take our Mobile Women's Center out an additional five hours per week in SFY 2016/17 in order to increase the number of pregnancy tests and ultrasounds we perform on additional college campuses and via community events.
2. *We are initiating a new 24/7 Dads ® Program to serve 30 partners of the women we serve in SFY 2016.* According to the most recent U.S. Census Bureau data collection, one in three children live in father-absent homes. In an effort to combat this crisis, we will start a father-hood mentoring initiative for the fathers of our clients' babies (born and unborn). 24/7 Dads ® is produced by the National Fatherhood Initiative, an **evidence-based** curriculum & evaluation tools. Our case managers have long asked for improved services to our clients' male partners.
3. *We will provide Job Readiness Training (JRT) to 15 new trainees:* Our goal is to increase participants in this program from 5 in SFY 2016 to 10 in SFY 2017. JRT allows clients to learn job seeking skills including resume writing, interviewing and job retention. We also teach money management. After finishing the course they have the opportunity to work in our mother and baby boutique under supervision of the Boutique Coordinator, Sandy Porter. After they complete the program, they receive a letter of recommendation based on job performance.
4. *We will introduce the Drink Coaster Campaign in SFY 2016 and 2017:* We will pair this effort with the new Mobile Women's Center college outreach. Our objective is to arm women with the ability to detect whether or not their drinks have been tampered with by drugs as well as inform them about the resources ENLC can offer. We will distribute 4"x4" drink coasters to women at local college campuses and in bars. Each coaster has two tests on the surface, with a prominent drink safe message as well as our logo and information. The back of the coaster contains instructions on how to use the drink tests. 500 coasters will be ordered through Drinksafe.com and distributed among five college campuses and surrounding bars.

3.6, C. Mandatory services (See Chart of Educational Classes, Addendum 3, for class titles offered.) **All services provided directly:**

1. Parenting and family classes/counseling classes:

The *Earn While You Learn* program has more than 60 lessons delivered via instructional videos, covering critical pregnant, parenting and life skills topics, including nutrition, smoking cessation, bonding with your baby, child development, financial management, job skills, and many more topics. This is tied into our material assistance model, where clients earn "baby bucks" as attendance incentives to purchase needed baby items in our boutiques. The **Chart of Educational Classes** (Addendum 3) displays the array of individual and group classes offered at

our centers. Each class topic is covered by an in-depth DVD, most of which are produced by *InJoy Birth and Parenting Education*. The highlighted titles are among the curricula to be purchased with this funding in SFY 2016. These instructional videos are not evidence-based.

The *Love Your Baby* (Prenatal Nurturing Parenting **evidenced-based curriculum**) provides 2 ½ hour parenting classes based on the following topics over nine sessions: 1.) Welcome, Assessment and Nurturing 2.) Changes and Body Image 3.) Health and Nutrition 4.) Fetal Development 5.) Empathy and Nurturing Self 6.) Partners in Pregnancy 7.) Why Parents Spank their Children; Infant Massage 8.) Understanding and Handling Stress 9.) Our Family System. A travel system (car seat and stroller) is provided as an incentive for completion. Incentives are needed in both SFY 2016 and 2017.

2. Infant/Child Safety Classes: Each of our Women's Centers will provide mentoring sessions on Sudden Infant Death Syndrome (SIDS), Shaken Baby Syndrome, and Infant Care with newly updated resources and will educate our moms and dads with the Ohio Department of Health safe sleep guidelines. Additionally, we offer sleep sacks and wearable swaddle blankets in our four baby boutiques for our clients to purchase with their earned "baby bucks."

3. Mother/Child Nutrition Education: *Earn While You Learn* classes include a variety of educational classes on issues such as *Fetal Alcohol Exposure, Fetal Alcohol Syndrome and Other Drug Use during Pregnancy*. Additional nutrition topics include *Goals and Benefits of Breastfeeding, Getting Enough Milk, Growth Spurts and Essentials, Techniques and a Good Latch, Childhood Nutrition: Preventing Obesity series, Understanding Prenatal Nutrition, Simply Breastfeeding*. Our *Building Blocks to Mother and Baby Nutritional Health Initiative*, and *Smoking Cessation*. We provide newly pregnant clients with a 2-week supply of prenatal vitamins as a building block of nutritional health and as a bridge to prenatal care.

4. Outreach for Other Social Services not provided: Each of our women's centers has a referral network of local resources for WIC, Family and Children's Services, Food Stamps, Federally qualified Health Centers and hospitals as well as a whole range of private and public agencies to whom we routinely refer for additional services not provided by our agency. We have personal relationships with many providers in our local communities.

3.6, D. Addressing Infant Mortality: Early and consistent prenatal care is crucial in addressing infant mortality because a lack of prenatal care contributes to poor birth outcomes such as pre-term labor and low birth weight. After initial pregnancy confirmation, we make follow-up contacts with pregnant clients to help them enroll in Medicaid & connect them to full prenatal care. Our own Holy Family Prenatal Care Center in Dayton, Ohio specializes in prenatal care for Medicaid-eligible clients. Head Nurse, Diane Schwanke, BSN is a member of the Infant Mortality Prevention Coalition. While most of our clients are Medicaid-eligible, 43% have little/no experience with public assistance. Low education levels make the application process a tedious one therefore we offer Medicaid sign-ups two times a month. In addition, we educate our clients on smoking cessation, drug and alcohol risks, Sudden Infant Death Syndrome, and safe sleep practices. Impoverished parents need access to new cribs that meet health standards and give babies their own sleeping space. One initiative we have taken in our prenatal clinic is our *Safe Sleep* project, as 42% of all Ohio infant deaths were sleep-related. We assist fragile families to practice safe sleep by offering new cribs, bassinets, pack-n-plays, sleep sacks and wearable blankets in exchange for participation in pregnancy and parenting education classes.

Our Project Outcome Manager, Rosie Prier, is a part of the Community Action Network Project, which targets zip codes with the highest mortality rates in the Dayton area. The network joins

together multiple agencies in the community to provide resources and education to provide patient outcomes and ultimately reduce the **infant mortality rate** in the local area and increasing the number of patients who begin prenatal care before 14 weeks gestation.

We will measure outcomes by: **(See Logic Model, Addendum 4).**

Early Prenatal Care: Tracking the number of women with confirmed pregnancies, following up through phone calls and documenting whether or not they have begun prenatal care before 14 weeks' gestation. We hope to increase by 26 patients annually.

Tracking purchases of new cribs, bassinets, pack-n-plays, sleep sacks and wearable blankets as well as baby bucks redeemed for said items in our boutiques.

Low birth weight and premature delivery: We anticipate our stats in these areas will continue to be well below county and state averages due to the availability of prenatal care immediately after pregnancy confirmation. We also provide **Progesterone Injections** in our prenatal clinic for women at high risk of preterm delivery and we will continue to track these.

Mobile Unit Outreach in SFY 2016: We will take our Mobile Women's Center to churches and community centers in local zip codes with the highest infant mortality rate (45402, 45403, 45405, 45414, 45416, 45417, and 45426) as well as to local colleges and distribute date rape drink test coasters and referral bags. The referral bags will include brochures about services as well as organizational "swag," and a \$50 coupon for Holy Family Prenatal Care once 6 prenatal visits are complete. We are also setting up tables in offices where we are offering \$10 gift cards for immediate sign-ups for prenatal care. We will track all sign-ups and \$50 gift cards awarded.

3.6, E/F. Subcontractor/sub-grantee: ENLC will not use formal partners under this grant.

3.6, F/G. Monitoring for Sub-grantee: N/A

3.6, G/H. Program Information Collection and Confidentiality: Data will be collected at each of our women's centers, all of which have strict protocols in place in order to protect client confidentiality. New hires and volunteers are trained on these safeguards; we routinely offer our clients the guarantee of confidential services, as documented in our Notice of Privacy Practices. It is the policy of ENLC to keep all participant paperwork and personal information confidential. To ensure strict confidentiality, steps are taken to make sure all filing cabinets containing participant charts and personal information are kept locked, and all electronic data-bases containing personal information are password protected. Our women's centers use an Access database for client data with key staff having password-protected access. Our Holy Family Prenatal Care is a HIPAA covered entity and is HIPAA compliant. Our women's centers are not HIPAA covered entities but all voluntarily comply with HIPAA Privacy Practices. Our women's centers do not collect client Social Security numbers or healthcare account information. In the event that participant paperwork must be discarded, any documents containing personal or identifying information (including, but not limited to, names, addresses, phone numbers, responses to survey questions, etc.) will be shredded before being discarded.

Ohio Parenting and Pregnancy Program Grant
APPENDIX A TECHNICAL
APPLICATION

Program Budget
State Fiscal Year 2016

Year 1

Program Budget Items	Totals
Personnel	\$ 39,311
Fringe Benefits	\$ 4,430
Staff Mileage/Other Travel	\$
Office Supplies	\$ 1,200
Pre-Natal/Diagnostic Services	\$ 26,266
Marketing and Media Activities	\$ 7,770
Contracted Services	\$
Participant Education	\$ 3,717
Participant Support (material items, incentives, etc)	\$ 7,800
Equipment (shall not exceed 5% of the budget)	\$ 415
Other: (Specify here)	\$
Other: (Specify here)	\$
Total Program Costs:	\$90,909
*Indirect Costs (shall not exceed 10% of the total modified direct costs)	\$ 9,091
TOTAL:	\$100,00

*The federally approved non-profit rate agreement/indirect cost rate for Elizabeth's New Life Center is 12.2%, see Addendum 8. For this grant, the maximum allowable indirect cost rate is 10%.

Ohio Parenting and Pregnancy Program Grant
APPENDIX A TECHNICAL
APPLICATION

Program Budget
State Fiscal Year 2017
Year 2

Program Budget Items	Totals
Personnel	\$ 50,117
Fringe Benefits	\$ 5,648

Staff Mileage/Other Travel	\$
Office Supplies	\$ 300
Pre-Natal/Diagnostic Services	\$ 23,967
Marketing and Media Activities	\$ 3,477
Contracted Services	\$
Participant Education	\$ 200
Participant Support (material items, incentives, etc)	\$ 7,200
Equipment (shall not exceed 5% of the budget)	\$
Other: (Specify here)	\$
Other: (Specify here)	\$
Total Program Costs:	\$90,909
*Indirect Costs (shall not exceed 10% of the total modified direct costs)	\$ 9,091
TOTAL:	\$100,00

*The federally approved non-profit rate agreement/indirect cost rate for Elizabeth's New Life Center is 12.2%, see Addendum 8. For this grant, the maximum allowable indirect cost rate is 10%.

SFY 2016 (Year 1) Budget Narrative: Elizabeth's New Life Center strives to maintain reasonable costs while developing a program that will serve more participants in meaningful ways. We are confident that the costs detailed in this project budget are reasonable.

Personnel: Total = \$39,311

Program Lead: Director of Women's Centers: \$23.69/ hour x 5 hours/week x 30 weeks = \$3,554

Program Outcome Manager: Director of Operations: \$27.58/ hour x 4 hrs/wk x 30 wks = \$3,310

Fiscal Specialist: Grant Funds Coordinator/Bookkeeper: \$18.48/hour x 3.5 hours/week x 30 weeks = \$1,940

Case Workers: Women's Center Managers, six locations: Avg. \$16.43/hour x 3 hours/week x 6 managers x 30 weeks = \$7,394

Increase hours of operations at Mobile Women's Center by 5 hours/week: average \$22.44/hour x 5 hours x 2 employees x 30 weeks = \$6,732

Pregnant/Parenting Classes Instructors, six locations: Avg. \$16.20/hour x 2 hours/week x 5 locations x 30 weeks = \$4,860

Prenatal Nurse Educator to participate in Infant Mortality Prevention Coalition and related functions: \$23.69/hour x 8 hours/month x 7 months = \$1,327

Outreach staff promoting early prenatal care: average \$24.38 x 8 hours x 2 employees x 30 weeks = \$5,851

Support Services Specialist providing services to fathers (via 24/7 Dads curriculum): \$18.50 x 5.5 hours/week x 30 weeks = \$3,053

Job Readiness Training Supervisor (Boutique Coordinator): \$10.00 x 3 hrs/wk x 30 wks = \$900

Graphics Media Coordinator/Website Designer: 26 hours to produce print pieces and update/monitor website and internet marketing \$15.00/hour x 26 hours = \$390

Fringe Benefits: 11.27% of \$39,311 = **\$4,430**

Office Supplies: Office supplies and copies/faxes @ \$25/ month for 7 months = \$175 and three 5-drawer file cabinets for filing client records including OPP documentation \$342.69 x 3 = \$1,025 for a **total of \$1,200**

Pre-Natal/Diagnostic Services: Total = \$26,266

200 Ultrasound scans @ \$118.08 each = \$23,616: (Per ultrasound cost breakdown: \$66.02 machine use, \$25.05 Sonographer labor including fringes, \$5.00 supplies, \$9.17 Pregnancy

Consultation labor including fringes, 12.2% overhead = \$118.08 total cost per scan.)

Outreach to newly pregnant clients: 100 give-away packs @ \$10 each (\$1000) plus 26 \$50 gift card incentives for patients who attend 6 or more prenatal appointments (\$1300) for a total of \$2300.

200 Prenatal vitamins: 7 boxes of 30 packs each 7 x \$47.70 + \$16 S/H = \$350.

Marketing and Media Activities: Total = \$7,770

Local Search Marketing by Optionline Extend: Tier III: Setup and perform ongoing standard management of Local Search Marketing Campaign (up to 20 directories) ensuring the best practices and appropriate actions are taken for optimal results. \$225.00 one-time set up + \$100.00 monthly for 7 months x 6 locations = \$5,550.

Google AdWords and other online advertising \$364/month for 5 months = \$1,820.

Sandwich board sign & printed flyers for Mobile Women's Center on college campuses = \$400.

500 Drink test coasters advertising Mobile Women's Center (in-kind)

Participant Education: Total = \$3,717

New Parenting Education Curriculum including DVDs, workbooks and materials = \$2,238.

24/7 Dads ® Curriculum and handouts = \$900.

24/7 Dads ® program supplies = \$579

Participant Support: Total = \$7,800

Material assistance supplies for clients participating in parenting classes; 60 additional clients served, average cost of supplies and equipment such as formula, clothing, cribs, mattresses, bassinets \$60 each client = \$3,600.

Travel Systems (car seat and stroller set) as incentive for 30 additional first-time pregnant women participating in 9 sessions of *Love your Baby* Prenatal Nurturing Parent Program \$140 x 30 = \$4,200.

Equipment: Wall mounted TV/DVD player for Women's Center-Dayton center for parenting classes (other centers have equipment) = **\$415**

TOTAL Program Costs = \$90,909

Indirect cost rate @ 10% = \$9,091

Grand Total = \$100,000

SFY 2017 (Year 2) Budget Narrative: Elizabeth's New Life Center strives to maintain reasonable costs while developing a program that will serve more participants in meaningful ways. We are confident that the costs detailed in this project budget are reasonable.

Personnel: Total = \$50,117

Program Lead: Director of Women's Centers: \$23.69/ hour x 5 hours/week x 52 weeks = \$6,159

Program Outcome Manager: Director of Operations: \$27.58/ hour x 4 hrs/wk x 52 wks = \$5,737

Fiscal Specialist: Grant Funds Coordinator/Bookkeeper: \$18.48/hour x 3.5 hours/week x 52 weeks = \$3,363

Case Workers: Women's Center Managers, six locations: Avg. \$16.43/hour x 3 hours/week x 6 managers x 52 weeks = \$12,815

Increase hours of operations at Mobile Women's Center by 5 hours/week: average \$22.44/hour x 5 hours x 2 employees x 52 weeks = \$11,669

Pregnant/Parenting Classes Instructors, six locations: Avg. \$16.20/hour x 2 hours/week x 5 locations x 52 weeks = \$8,424

Job Readiness Training Supervisor (Boutique Coordinator): \$10.00 x 3 hours/week x 52 weeks = \$1,560

Graphics Media Coordinator/Website Designer: 26 hours to produce print pieces and update/monitor website and internet marketing \$15.00/hour x 26 hours = \$390

Fringe Benefits: 11.27% of \$50,117 = **\$5,648**

Office Supplies: Office supplies and copies/faxes @ \$25/ month for 12 months = **\$300**

Pre-Natal/Diagnostic Services: Total = \$23,967

200 Ultrasound scans @ \$118.08 each = \$23,616: (Per ultrasound cost breakdown: \$66.02 machine use, \$25.05 Sonographer labor including fringes, \$5.00 supplies, \$9.17 Pregnancy Consultation labor including fringes, 12.2% overhead = \$118.08 total cost per scan.)

200 Prenatal vitamins: 7 boxes of 30 packs each 7 x \$47.70 + \$16.85 S/H = \$351.

Marketing and Media Activities: Total = \$3,477

Local Search Marketing by Optionline Extend: Tier III: Ongoing standard management of Local Search Marketing Campaign (up to 20 directories) ensuring the best practices and appropriate actions are taken for optimal results. \$100.00 monthly for 5 months x 6 locations = \$3,000, decreasing to Tier II for the remainder of the year \$72 x 6 locations = \$432 for a total of \$3,432.

Printed flyers for Mobile Women's Center on college campuses = \$45.

500 Drink test coasters advertising Mobile Women's Center (in-kind)

Participant Education: Class curriculum program supplies including workbooks and printed materials **Total = \$200**

Participant Support: Total = \$7,200

Material assistance supplies for clients participating in parenting classes; 50 additional clients served, average cost of supplies and equipment such as formula, clothing, cribs, mattresses, bassinets \$60 each client = \$3,000.

Travel Systems (car seat and stroller set) as incentive for 30 additional first-time pregnant women participating in 9 sessions of *Love your Baby* Prenatal Nurturing Parent Program \$140 x 30 = \$4,200.

TOTAL Program Costs = \$90,909

Indirect cost rate @ 10% = \$9,091

Grand Total = \$100,000